

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Festival on the Green Subcommittee

Monday, March 25, 2013

5:00 pm

Minutes

Present: Tom Birkenholz, Kim Bova, Janine Callahan, Kathy Hawkins, Betsy Paterson and Ilze Taylor

Staff: Cynthia van Zelm

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:07 pm.

2. Public comment

There was no public comment.

3. Approve minutes of September 4, 2012; September 10, 2012; September 18, 2012; and March 4, 2013

Janine Callahan made a motion to approve the minutes of September 4, 2012; September 10, 2012; September 18, 2012; and March 4, 2013. Tom Birkenholz seconded the motion. The motion was approved.

4. Discuss Celebrate Mansfield Weekend

Kim Bova will check with her contact about equipment to have an outdoor movie on Friday. The Committee discussed walking the Storrs Center site at its next meeting on April 1 to see where a good area might be to have a movie. Ms. Callahan said photos should be taken as well.

Mr. Birkenholz also suggested an antique car event – either a show or a car caravan. **He will talk to his contact about the idea.**

Ms. van Zelm will follow-up with the date of the Grand Opening on the Saturday of the Celebrate Mansfield Weekend and ascertain what dignitaries can be available.

5. Updates on committee tasks

Activities: Ms. van Zelm said that Ms. Kathleen Paterson would be working on activities when she gets back.

Art: Ms. van Zelm reiterated that the Call to Artists had been sent to art mailing lists. **Ms. K. Paterson will be working with Kim Bova to reach out to local arts organizations and to UConn and ECSU as well as posting the information to the website.**

Ilze Taylor suggested the following possible ideas for children's activities: face painting, sidewalk chalk, painting pumpkins, a photo booth with Festival logo in the background whereby the photos could go in frames that the children create, paint rocks with sayings or art, and decorate carry-out bags.

In response to a question from Ms. Taylor, Ms. van Zelm said the Partnership could support these activities or a group that wants a booth could be encouraged to take on one of these activities.

Ms. Taylor will follow-up on the cost of a photo booth, and the cost of bags and art supplies to decorate bags. Mr. Birkenholz suggested that Professional Promotions in East Hartford might be a good resource.

Ms. van Zelm will send Ms. Taylor a list of the activities from last year.

Food: **Ms. van Zelm said that Ms. K. Paterson will set up a time to meet with Ms. Callahan to review the process for recruiting and signing up food vendors.**

Music: Ms. van Zelm asked for feedback on the potential music acts that had been presented by Ms. K. Paterson and Rod Rock by e-mail. **By consensus, the Committee asked that Ms. van Zelm convey to Mr. Rock two groups they thought would be fun for the Festival (*done*).**

Parade: **Mr. Birkenholz will send a "Save the date" message to past Parade participants by April 8 by email.**

The Committee discussed some potential Grand Marshals and will discuss further at a later meeting.

Sponsors:

Ms. van Zelm said a letter to potential sponsors will go out in May. The Committee suggested that the Storrs Center general contractor and new Storrs Center businesses also be solicited for sponsorship.

Mr. Birkenholz suggested that Committee members help with follow-up calls to potential sponsors once letters go out.

6. Distribute Save the Date postcards

Committee members had distributed all their postcards. **Ms. K. Paterson will follow-up with Storrs Center businesses.**

Ms. Callahan suggested that a postcard be placed on the bulletin board outside the Post Office.

7. Other

The Committee thought it would be good to recognize the ten year anniversary of the Festival. Ms. Bova suggested the theme of "10 Years Strong" and thought it could be added to the t-shirt.

Ms. Paterson said that John Armstrong, UConn Director of Off Campus Student Services, will be able to serve as a liaison with the Festival Committee and UConn. **Ms. van Zelm will set up a meeting with Ms. B. Paterson, Ms. K. Paterson, Mr. Armstrong and Mr. Birkenholz.**

The Committee again discussed the idea of a passport where someone visits businesses, receives a stamp, and then is entered into a drawing for a prize. This could be done as part of the Festival and/or separately. Ms. van Zelm said something similar was done with the Local First Mansfield project, with mixed results. **She will brainstorm with Ms. K. Paterson, and Ms. Paterson asked that it be included on the April 1 agenda.**

8. Adjourn

The meeting adjourned at 6:07 pm.

Minutes prepared by Cynthia van Zelm